

# New Order

**Agency:** Mundy Katowitz Media  
**Office:** Washington  
**Client:** 321 - Priorities USA Action  
**Product:** 340 - Issue  
**Piggyback Product:**  
**Estimate:** 1564 - Priorities USA TV & Cable 10-9 to 10-15

**Station:** WJLA-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Billing Cycle:** Monthly  
**Billing Calendar:** Broadcast  
**Received in ePort:** 8/24/2012 9:26:55 AM

**Flight Start:** 10/09/2012  
**Flight End:** 10/15/2012  
**Hiatus:**

**Primary Demo:**  
**Demo 2:**  
**Demo 3:**  
**GRP:** 0.00  
**CPP:** \$0.00  
**GIMP:** 0  
**CPM:** \$0.00  
**Comments:** Separation: 30

**Local/National:** Local  
**Rep Office:** WJLA-TV  
**AE:** Barbara Monares  
**Phone:**  
**OrderID:** 2264982  
**Status:** New

**Airtime Dollars:** \$62,550.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$62,550.00  
**Total Spots:** 41

**MarketShare:**

## Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len											Total		Imp	CPM
						10/9	10/10	10/11	10/12	10/13	10/14	10/15	Spots	Rtg	CPP				
1	TUWTHFM 6A-7A GOOD-WASH 600A<	EM	\$1,000.0 0	C	30	0	1	0	1	0	0	0	2	0	\$0.00	0	\$0.00		
2	TUWTHFM 7A-9A GD MRN AMR- ABC<	EM	\$1,800.0 0	C	30	1	1	1	1	0	0	1	5	0	\$0.00	0	\$0.00		
3	Sa 7A-8A GMA SAT	WK	\$850.00	C	30	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00		
4	Su 8A-9A GMA SUN	WK	\$750.00	C	30	0	0	0	0	0	1	0	1	0	\$0.00	0	\$0.00		
5	TUWTHFM 9A-10A LIVE WTH KELLY<	DT	\$900.00	C	30	1	0	1	0	0	0	1	3	0	\$0.00	0	\$0.00		
6	TUWTHFM 10A-11A RACHAEL RAY<	DT	\$800.00	C	30	0	1	0	1	0	0	0	2	0	\$0.00	0	\$0.00		
7	TUWTHFM 11A-12P VIEW-ABC<	DT	\$1,300.0 0	C	30	0	1	1	0	0	0	1	3	0	\$0.00	0	\$0.00		
8	TUWTHFM 12P- 12:30P ABC7 NWS AT 12/AVG. ALL WKS	DT	\$1,200.0 0	C	30	1	0	0	1	0	0	1	3	0	\$0.00	0	\$0.00		
9	TUWTHFM 12:30P- 1P MILLIONAIRE	DT	\$900.00	C	30	0	1	0	1	0	0	0	2	0	\$0.00	0	\$0.00		

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						10/9	10/10	10/11	10/12	10/13	10/14	10/15	Spots	Rtg	CPP	Imp	CPM		
10	TuWThFM 1P-2P CHEW-ABC<	DT	\$900.00	C	30	0	0	1	0	0	0	1	2	0	\$0.00	0	\$0.00		
11	TuWThFM 3P-4P ANDERSON	EF	\$1,200.00	C	30	1	0	0	1	0	0	0	2	0	\$0.00	0	\$0.00		
12	TuWThFM 4P-5P KATIE	EF	\$1,700.00	C	30	0	1	0	0	0	0	1	2	0	\$0.00	0	\$0.00		
13	TuWThFM 5P-6P ABC7 NWS AT 5<	EN	\$1,800.00	C	30	1	0	1	0	0	0	0	2	0	\$0.00	0	\$0.00		
14	TuWThFM 6P-6:30P ABC7 NWS AT 6<	EN	\$2,000.00	C	30	0	1	0	0	0	0	0	1	0	\$0.00	0	\$0.00		
15	TuWThFM 6:27P-6:30P ABC7 NWS AT 6<	EN	\$3,500.00	C	30	0	0	1	0	0	0	0	1	0	\$0.00	0	\$0.00		
16	Su 6P-7P ABC 7 NEWS	PT	\$1,600.00	C	30	0	0	0	0	0	1	0	1	0	\$0.00	0	\$0.00		
17	TuWThFM 7P-7:30P WHEEL-FORTNE<	PT	\$4,000.00	C	30	1	0	0	0	0	0	0	1	0	\$0.00	0	\$0.00		
18	TuWThFM 7:30P-8P JEOPARDY<	PT	\$5,000.00	C	30	0	0	1	0	0	0	0	1	0	\$0.00	0	\$0.00		
19	Sa 7P-7:30P WHEEL-FORTUNE	PT	\$1,800.00	C	30	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00		
20	Sa 7:30P-8P JEOPARDY	PT	\$1,800.00	C	30	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00		
21	TuWThFM 11:35P-12:05A NIGHTLINE	RT	\$1,700.00	C	30	0	0	1	0	0	0	1	2	0	\$0.00	0	\$0.00		
22	Su 11P-12A ABC7 NEWS	LF	\$1,600.00	C	30	0	0	0	0	0	1	0	1	0	\$0.00	0	\$0.00		
23	Sa 12:05A-1:05A CASTLE	RT	\$450.00	C	30	0	0	0	0	1	0	0	1	0	\$0.00	0	\$0.00		
Total Spots:						6	7	8	6	4	3	7	41						
Total GRP:						0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0					
Cash\$ - Spots: \$62,550.00 - 41    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$62,550.00    Total CPP/CMP: \$0.00																			

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>
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I, Mundy Katowitz Media  
do hereby request station time concerning the following issue:

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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

<b>Total Charges:</b>
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This broadcast time will be used by: Priorities USA Action

<b>Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"</b>	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

\_\_\_\_\_

**I represent that the payment for the above described broadcast time has been furnished by:**

Priorities USA Action, 1101 15th St NW, 2nd Floor, Washington, DC 20005; Greg Speed, Treasurer

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ~~ISSUE~~ ADVERTISER**

\_\_\_\_\_

Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

Barbara Monares B Monares AE  
Signature Printed Name Title



WJLA Washington  
**MAKEGOOD NOTICE**

**TO : Casey Bissette**  
**FROM : Barbara Monares**  
**DATE : 8/27**

**CLIENT : Priorities USA Action Est 1564**

*I apologize for the inconvenience.*

**Pre-Empt:**

<i>Date</i>	<i>Time</i>	<i>Program</i>	<i>Spot(s)</i>	<i>Length</i>	<i>Spot Cost</i>	<i>Total Cost</i>
9-Oct	7p-730p	Wheel of Fortune <i>(not running due to Battle ground VA News Special)</i>	1	:30	\$4,000	\$4,000
					\$0	\$0
					\$0	\$0
13-Oct	7p-730p	Saturday Wheel of Fortune <i>(not running)</i>	1	:30	\$1,800	\$1,800
13-Oct	730p-8p	Saturday Jeopardy <i>(not running)</i>	1	:30	\$1,800	\$1,800
						\$0
						\$0
						\$0
						\$0
						\$0
						\$0
<b>TOTAL</b>			<b>3</b>			<b>\$7,600</b>

**Makegoods**

<i>Date</i>	<i>Time</i>	<i>Program</i>	<i>Spot(s)</i>	<i>Length</i>	<i>Spot Cost</i>	<i>Total Cost</i>
9-Oct	7p-730p	Battleground Virginia News Special	1	:30	\$4,000	\$4,000
10/11-10/12	6p-630p	ABC7 News at 6P	2	:30	\$1,800	\$3,600
					\$0	\$0
					\$0	\$0
						\$0
						\$0
<b>TOTAL</b>			<b>3</b>			<b>\$7,600</b>

**PLEASE EITHER EMAIL ME "APPROVAL" OR  
PRINT OUT, SIGN & FAX BACK TO ME AT 703-236-2341.**